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SAMPLE PRESS RELEASE

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ST. LOUIS, MO--March 2010 will mark the **eighteenth** annual international celebration of Play-the-Recorder Month. As part of the month's activities, American Recorder Society (ARS) members all over the North American continent will perform in public places such as libraries, bookstores, museums and shopping malls; offer workshops to improve the playing skills of participants; and demonstrate in school settings the sounds produced by an instrument of both the past and the present. Many activities will be centered around Saturday, **March 20, 2010**, which has been designated **Recorder Day!**

An endblown woodwind instrument with no reed, the recorder dates to the Middle Ages. Recorder consorts featuring the entire family (sopranino to bass) of "fipple flutes," or flutes with a beak, were common in Renaissance musical life. Some Baroque music, now commonly played on the modern silver flute, was actually written by composers such as G.P. Telemann for recorder.

The recorder was less popular in 19th century concert halls, where its soft-spoken sound was no match for louder instruments then being developed. However, its popularity was revived in the 20th century as a relatively inexpensive, portable instrument that fits easily in briefcase or backpack. Many adults pursue musical interests by playing in recorder groups, and millions of school children worldwide use it as a tool to learn music.

Founded in 1939, the ARS is celebrated 70 years of service in 2009 to its members and constituents--all recorder players, including amateurs to leading professionals, students to teachers. It has some 130 chapters and consorts in the U.S. and Canada, where its membership base is over 2,200, plus 130 members in 28 other countries.

Play-the-Recorder Month grew out of an event staged as part of an "ARS50" anniversary celebration, during which members all over the world played a recorder piece simultaneously on April 1, 1989. Play-the-Recorder Day was first officially held in 1992, and then expanded to Play-the-Recorder Month the following year.

The ARS office in St. Louis, MO, may be contacted at 314/966-4082 or ars.recorder@AmericanRecorder.org, or through the ARS web site, <www.AmericanRecorder.org>.